



STEVEN L. BESHEAR
GOVERNOR

EXECUTIVE ORDER

Secretary of State
Frankfort
Kentucky

2014-114
February 24, 2014

RELATING TO THE GOVERNOR'S
kentuckyhealthnow OVERSIGHT TEAM

WHEREAS, Kentucky ranks at the bottom of many health indicators and rankings, including 50th in smoking, 42nd in obesity, 46th in physical inactivity, 50th in cancer deaths, 48th in the nation in cardiovascular deaths, 41st in annual dental visits, 45th in the percentage of children with untreated dental decay (34.6%), 47th in the percentage of adults 65 and over missing 6 or more teeth, 48th in drug overdoses and ranking 49th in poor mental health days; and

WHEREAS, this administration is committed to improving the health and wellness of Kentucky's children, families and workforce; and

WHEREAS, in an effort to significantly advance the wellbeing of Kentucky's citizens, the administration has identified health goals for the state at large, as well as strategies to help us achieve these goals over the next five years; and

WHEREAS, strategies to achieve the health goals of the state shall be implemented through executive actions, legislative actions, public-private partnerships and through the success of enrolling Kentuckians in health care coverage; and

WHEREAS, effective oversight and monitoring will assist the Commonwealth in moving toward achieving these goals and making Kentucky a healthier place:

NOW, THEREFORE, I, STEVEN L. BESHEAR, Governor of the Commonwealth of Kentucky, by virtue of the authority vested in me by the Kentucky Constitution and KRS §12.029, do hereby Order and Direct the following:

- I. There is hereby created and established the Governor's kentuckyhealthnow Oversight Team ("Team") for the purpose of monitoring and providing oversight of the administration's efforts to meet the goals and carry out the strategies needed to achieve the goals. The Team shall be attached to the Cabinet for Health and Family Services for administrative purposes and shall be supported by staff from the Cabinet and the Office of the Governor.



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II. The membership of the Team shall consist of the following:

The Lieutenant Governor or his designee - Chairman
The Commissioner of the Department of Public Health or her designee – Vice Chair,
who shall serve as the representative of the Cabinet for Health and Family
Services
The Secretary of each other Executive Branch Cabinet, or his/her designee
The Commissioner of the Kentucky Department of Education, or his designee
The Executive Director of the Governor's Office of Agricultural Policy, or his
designee
The Adjutant General of the Kentucky Department of Military Affairs, or his
designee
The Commissioner of the Kentucky Department of Veterans Affairs, or his designee;
and
The Commissioner of the Department for Local Government, or his designee

III. The purpose of the Team shall be to monitor and report on progress made toward achieving the seven established goals through the identified strategies, and to develop additional strategies that would assist in reaching the goals. The goals and currently identified strategies are as follows:

A. Reduce Kentucky's rate of uninsured individuals to less than 5%:

- Enroll at least 350,000 individuals in Medicaid and/or Health Benefit Exchange plans by the end of 2015. These individuals include uninsured individuals who now have coverage, people who were previously insured but are now eligible for and enrolled in Medicaid, and people who switched into new plans through kynect.
- Increase the number of kynectors and insurance agents participating in kynect by 10% by the end of 2015.
- Continue to develop and execute kynect advertising and marketing campaigns, including continued collaboration with stakeholders to reach and enroll the uninsured.
- Allow for rate quotes and a browse feature for health insurance plans offered through kynect for small employers and agents without creating an account or filing an application.
- Increase collaboration between state agencies to identify uninsured individuals who may be enrolled in other state programs.
- Increase access to kynect for individuals who speak languages other than English and Spanish.
- Increase application web functionality for employers and insurance agents.
- Increase outreach efforts to small employers by working with business associations.



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B. Reduce Kentucky's smoking rate by 10%:

- Continue to support comprehensive statewide smoke-free legislation.
- Encourage Kentucky's cities and counties to continue to implement smoke-free policies.
- Expand tobacco-free policies to more executive branch property.
- Support increases in Kentucky's cigarette excise taxes and taxes on other tobacco products, and tax e-cigarettes commensurate with other tobacco products.
- Partner with school districts and universities to implement tobacco free campuses.
- Increase use of smoking cessation therapy by 50%.
- Support legislation to ban the sales of e-cigarettes to minors.

C. Reduce the obesity rate among Kentuckians by 10%:

- Double the number of enrollees in the Diabetes Prevention Program through those enrolling through kynect.
- Ensure access for all state employees to the Diabetes Prevention Program as part of the Humana Vitality program.
- Direct executive branch facilities to implement federal guidelines requiring posting of nutritional information for vending and concessions in state buildings.
- Work with public and private workplaces to adopt healthy concessions and vending policies reflecting federal guidelines.
- Provide ready access to executive branch employees to stairwells at work.
- Certify 10 new "Trail Towns" through the Kentucky Office of Adventure Tourism by the end of 2015.
- Complete the Dawkins Rail Line Trail by the end of 2015, adding 36 miles of trail to Kentucky's statewide trail network.
- Invest more than \$30 million in federal funds by the end of 2015 to support many community-driven initiatives for pedestrian and bicycle paths.
- Challenge school districts to increase physical activity opportunities for children through implementing comprehensive school physical activity programs.
- Double the number of schools rating proficient or higher for coordinated school health committees by the end of 2015.
- Partner with school districts to increase the number of school districts collecting and reporting body mass index (BMI) data within the Kentucky Student Information System.
- Work with early child care providers to increase opportunities to prevent obesity among our youngest children.
- Develop initiatives to honor and recognize businesses and schools that provide greater opportunities for physical activity.



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D. Reduce Kentucky Cancer Deaths by 10%:

- Increase screening rates for colon, lung and breast cancer by 25% in accordance with evidence-based guidelines.
- As part of the FY 2014-2016 Executive budget , provide a \$1 million match to the Kentucky Colon Cancer Screening Program to provide screenings for uninsured and underinsured Kentuckians.
- As part of the FY 2014-2016 Executive budget , provide \$1 million to expand screenings through the Kentucky Cancer Program to increase breast and cervical cancer screening among Kentucky women. The funding also helps women navigate the health care system.
- Increase rates of HPV vaccination by 25% in order reduce incidence of cervical, oral, and related cancers among men and women, through support for legislation requiring HPV vaccination among boys and girls as a condition of school attendance, along with partnering with stakeholders to implement a comprehensive educational campaign regarding safety, effectiveness and importance of the HPV vaccination for both girls and boys.
- To reduce the incidence of skin cancer, support legislation banning tanning bed use by children under 18.

E. Reduce Cardiovascular Deaths by 10%:

- Increase by 25% the proportion of adults receiving aspirin therapy in accordance with evidence-based guidelines.
- Reduce the proportion of adults with uncontrolled hypertension by 10%.
- Reduce the proportion of adults with hypertension who are current smokers by 10%.
- Increase by 10% the proportion of adults who have had their blood cholesterol checked within the preceding 5 years.
- Increase the percentage of individuals receiving evidence-based smoking cessation treatment by 50%.
- Recognizing the link between diabetes and heart disease, decrease the percentage of Kentuckians with diabetes whose most recent hemoglobin A1C level was greater than 9% during the preceding year.
- Support the ongoing efforts of the Kentucky CARE Collaborative, a statewide effort designed to provide blood pressure awareness education with communities.
- Given the link between sodium intake and cardiovascular disease, continue efforts to lower sodium intake in government-regulated facilities.
- Continue support for efforts of the Stroke Encounter Quality Improvement Project, a statewide voluntary initiative among hospitals to implement evidence-based integrated cardiovascular health systems in Kentucky.
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F. Reduce the percentage of children with untreated dental decay by 25% and increase adult dental visits by 10%.



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- Increase pediatric dental visits by 25% by the end of 2015.
- Partner with Managed Care Organizations to encourage increased utilization of dental services.
- Create public-private partnerships to increase to 75% the proportion of students in grades 1-5 receiving twice yearly dental fluoride varnish application.
- Increase by 25% the proportion of adults receiving fluoride varnish during an annual dental visit.
- Increase by 25% the percentage of adults receiving medically indicated dental preventive and restorative services, including fillings and root canals, in accordance with evidence-based practice.
- Partner with stakeholders to increase the number of dental practitioners in Kentucky by 25%.

G. Reduce deaths from drug overdose by 25% and reduce by 25% the average number of poor mental health days of Kentuckians.

- Increase the number of individuals receiving substance abuse treatment by 100% by the end of 2015.
- Support legislation creating a "Good Samaritan Rule" for individuals seeking overdose treatment or assistance for others.
- Expand access to naloxone by 100% among first responders and medical professionals to enable rapid administration of this life-saving treatment.
- Increase by 50% the availability of substance treatment for adolescents.
- Increase substance use disorder residential and intensive outpatient treatment capacity by 50%.
- Partner with stakeholders to increase the number of credentialed substance use treatment professionals by 25%.
- Create a more comprehensive and open access behavioral health network and increase by 25% the number of behavioral health providers eligible to seek reimbursement from Medicaid by the end of 2015.
- Increase by 25% the percentage of adults and children receiving medically indicated behavioral health services by the end of 2015.
- Increase the proportion of adults and adolescents who are screened for depression during primary care office visits by 10%.
- Increase the proportion of persons with co-occurring substance abuse and mental disorders who receive treatment for both disorders by 10%.
- Partner with stakeholders to increase the use of Screening, Brief Intervention, and Referral to Treatment (SBIRT) to 25% of medical providers (primary care, prenatal care providers, and emergency departments).

IV. The Team shall meet quarterly commencing in March, 2014, and at the call of the Chair or Vice Chair. A majority of the members shall constitute a quorum for the transaction of business.



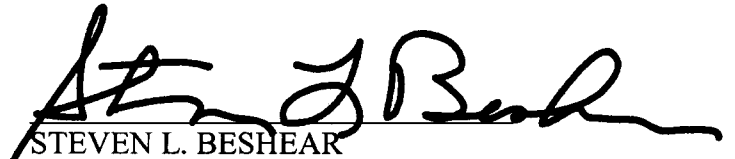
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- V. The Team shall submit semi-annual updates and reports to the Governor on the progress of this initiative.
- VI. The Office of the Governor and all Executive Branch Cabinets shall take all steps necessary to implement the provisions of this Order.


STEVEN L. BESHEAR
Governor


ALISON LUNDERGAN GRIMES
Secretary of State

RECEIVED AND FILED

DATE 2/26/14

ALISON LUNDERGAN GRIMES
SECRETARY OF STATE

COMMONWEALTH OF KENTUCKY
BY *R. G. Miller*